

## CHAPTER V

### CONCLUSIONS AND SUGGESTIONS

#### 5.1 Conclusion

Based on the results of data analysis and hypothesis testing that has been carried out "Analyzing The Influences Of Destination Attraction, Tourist's Experiences And E-Wom Towards Tourist Revisit Intention With Tourist Satisfaction As Intervening Variable (Study Case At Marine Tourism In Lampung Province)" the conclusion can be drawn as follows following:

1. Destination Attractions has a significant effect on Tourist Satisfaction among marine tourism visitors in Lampung province. The attraction of maritime tourism in Lampung province is supported by the ease with which tourists can obtain information regarding facilities, access and safety guidelines regarding maritime tourism in Lampung province, providing convenience for visiting tourists. This further increases the satisfaction of visiting tourists
2. Tourist's Experiences has a significant effect on Tourist Satisfaction among marine tourism visitors in Lampung province. The natural beauty of maritime tourism in Lampung province gives a good impression to the tourist experience, it also makes tourists aware of the importance of preserving the environment. Good and memorable tourist experiences give rise to satisfaction among tourists who visit maritime tourism in Lampung province.
3. E-Wom has a significant effect on Tourist Satisfaction among marine tourism visitors in Lampung province. E-Wom plays an important role as a measure of tourist satisfaction. The better the tourist's trip, the more it will support them to share this satisfaction with others. Tourists not only expand awareness about marine tourism in Lampung province but also promote sustainable tourism practices such as preserving the environment and local culture.
4. Destination Attractions has a significant effect on Tourist Revisit Intention among marine tourism visitors in Lampung province. The importance of up-to-date information regarding facility features, access and safety guidelines at maritime tourism destinations in Lampung province to create a problem-free experience for tourists. This convenience will encourage tourists to make repeat visits in the future.

5. Tourist's Experiences has a significant effect on Tourist Revisit Intention among marine tourism visitors in Lampung province. The natural beauty of marine tourism in Lampung province gives a good impression to the tourist experience and also makes tourists aware of the importance of preserving the environment in tourist destinations. A good and memorable tourist experience will then motivate tourists to return to maritime tourism in Lampung province in the future.
6. E-Wom has a positive and significant effect on Tourist Revisit Intention among marine tourism visitors in Lampung province. By using social media as a forum for sharing information, tourists promote positive experiences and sustainable tourism practices which can contribute to increasing tourist repeat visits in marine tourism in Lampung province.
7. Destination Attractions Indirectly, it has a significant effect on interest in repeat visits through Tourist Satisfaction as an intervening variable for maritime tourism visitors in Lampung province. In this variable the mediation function works well. Where the ease of accessing the latest information regarding facilities, access and safety guidelines influences tourist satisfaction which in turn motivates tourists to make repeat visits to marine tourism destinations in Lampung province.
8. Tourist's Experiences directly has a significant effect on interest in repeat visits through Tourist Satisfaction as an intervening variable for maritime tourism visitors in Lampung province. This research shows that without the mediating role of the Tourist Satisfaction variable, the Tourist Experiences variable can still influence Tourist Revisit Intention well. The natural beauty of marine tourism in Lampung province gives a good impression to the tourist experience and also makes tourists aware of the importance of preserving the environment in tourist destinations. This can influence tourists' motivation to revisit marine tourism in Lampung province.
9. E-Wom indirectly has a significant effect on interest in repeat visits through Tourist Satisfaction as an intervening variable for maritime tourism visitors in Lampung province. In this research, the mediation function works well in that using social media as a medium for sharing information, tourists promote positive experiences and sustainable tourism practices based on the satisfaction

felt by tourists when visiting. This encourages tourists to make repeat visits in the future and also helps motivate others to make similar trips in the future.

## **5.2 Suggestion**

Based on the results of hypothesis testing and conclusions, the author provides empirical suggestions aimed at the Lampung Province Tourism and Creative Economy Office and theoretical suggestions aimed at future researchers. These suggestions are as follows:

### **1.2.1 Empirical suggestions are aimed at the Lampung Province Tourism and Creative Economy Office**

1. Increase and maintain the attractiveness of maritime tourism destinations in Lampung province by continuing to improve and develop facilities, access and also safety guidelines in maritime tourism destinations in Lampung province.
2. Implementation of strategies that can increase tourist awareness of the importance of maintaining environmental cleanliness at maritime tourism destinations in Lampung province. As well as developing strategies from Disparekraf to improve cleanliness in the tourist environment in order to provide a sense of comfort and satisfaction for tourists visiting marine tourism in Lampung province.
3. Implementation of strategies that can increase tourist awareness to appreciate and promote local culture in communities around marine tourism destinations in Lampung province in order to increase tourist attraction.

By implementing the suggestions based on the findings in this research, it is hoped that the Lampung Province Tourism and Creative Economy Office can increase repeat tourist visits and achieve the target number of visits in 2024 and beyond.

### **5.2.2 Theoretical Suggestions are intended for Further Researchers**

Based on the results of the research that has been carried out, the following are: some theoretical suggestions for future researchers:

1. Future researchers may consider including additional variables that may influence tourists' satisfaction and intention to revisit.
2. Future researchers can carry out comparative studies between

tourism destinations in Lampung Province with other destinations in Indonesia or other countries. This can provide greater insight into the factors that influence tourists' satisfaction and revisit intention in different contexts.

3. It is hoped that future researchers can carry out more research further to understand the mediation process that occurs between the variables being tested.

By considering these theoretical suggestions, future researchers can make a greater contribution in understanding the factors that influence tourist satisfaction and revisit interest in maritime tourism destinations in Lampung Province, as well as develop a more holistic and informative framework for future research. .